CATALYST

Community Action on Tobacco evALuation sYSTem

Washington State Department of Health

Julia Dilley & Stacy Scheel
Joint Conference on Health
October 2002

CATALYST Purposes

Primary

- Provide standardized reporting of program outputs to WA DOH from local school, community, and tribal programs (for comparison with local surveillance data)
- Enhance contract management

Secondary

- Facilitate collaboration among local programs
- Increase "institutional memory" within organizations
- Decrease the burden, and increase usefulness of reporting for local programs

Presentation Objectives

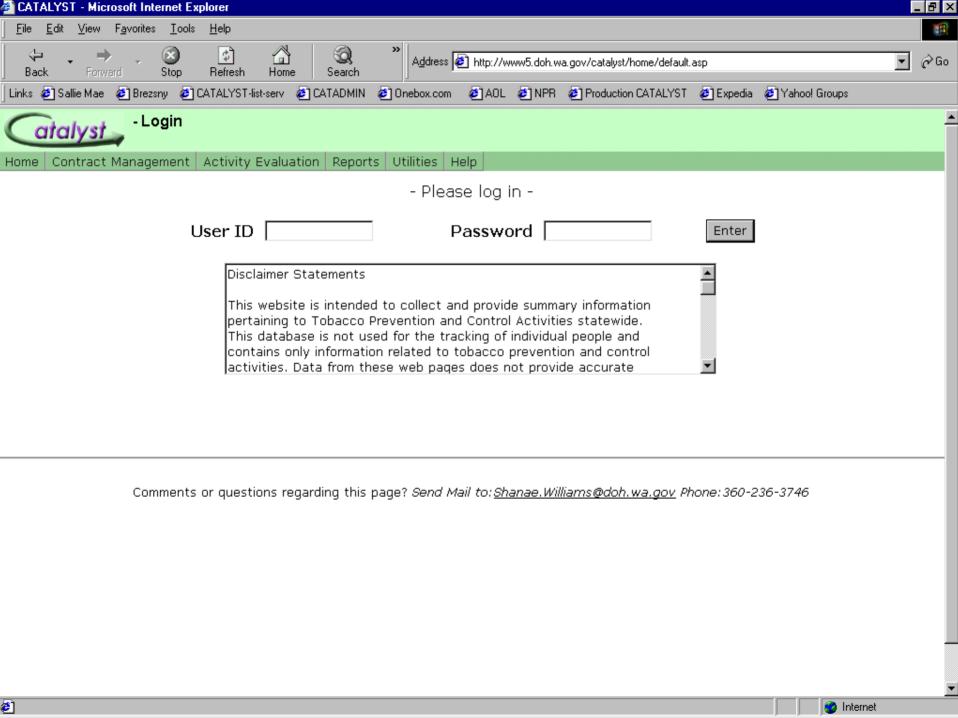
- Describe how CATALYST functions
- Describe how DOH uses CATALYST information for program evaluation and monitoring
- Identify how data from CATALYST can be used by local programs for program improvement

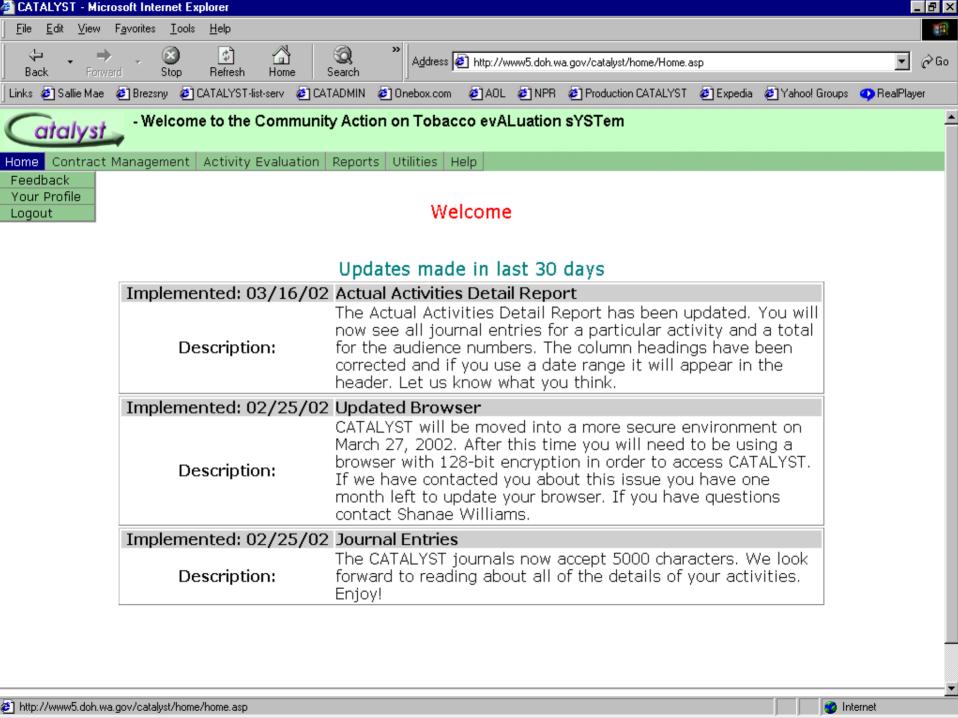
How It All Began

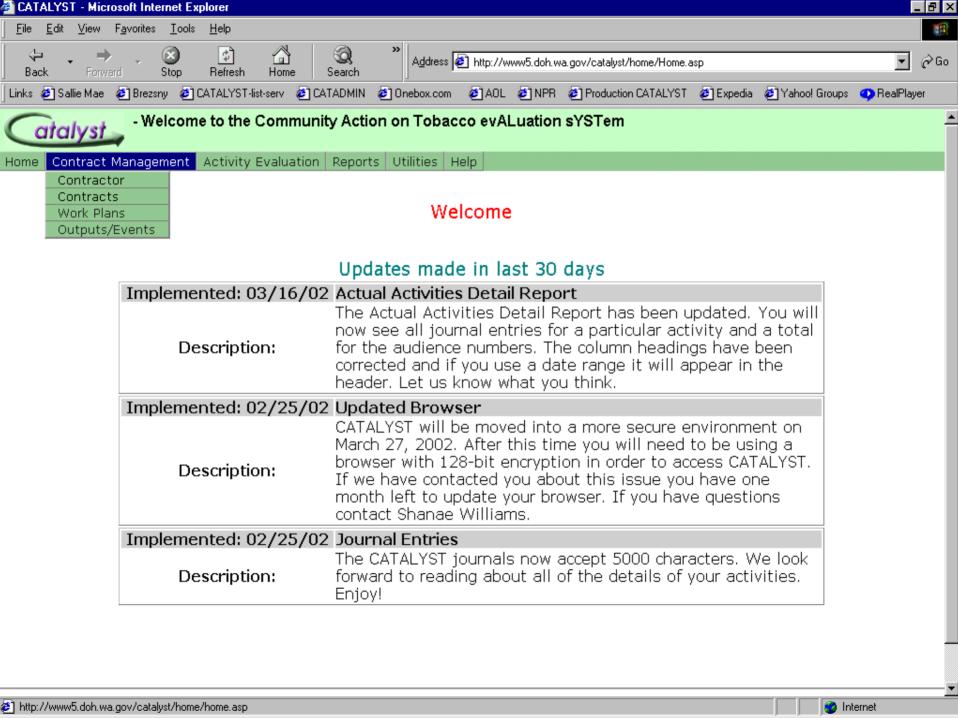
- Development began in Fall 2000 with contracted programmers and a project manager
- Substantial input from potential users in communities and schools during development
- Phased Development Approach
 - Phase I Contract Management
 - Phase II Activity Evaluation
 - Phase III Enhancements & Maintenance (on-going)
- First Statewide Training (Phase I) June 2001

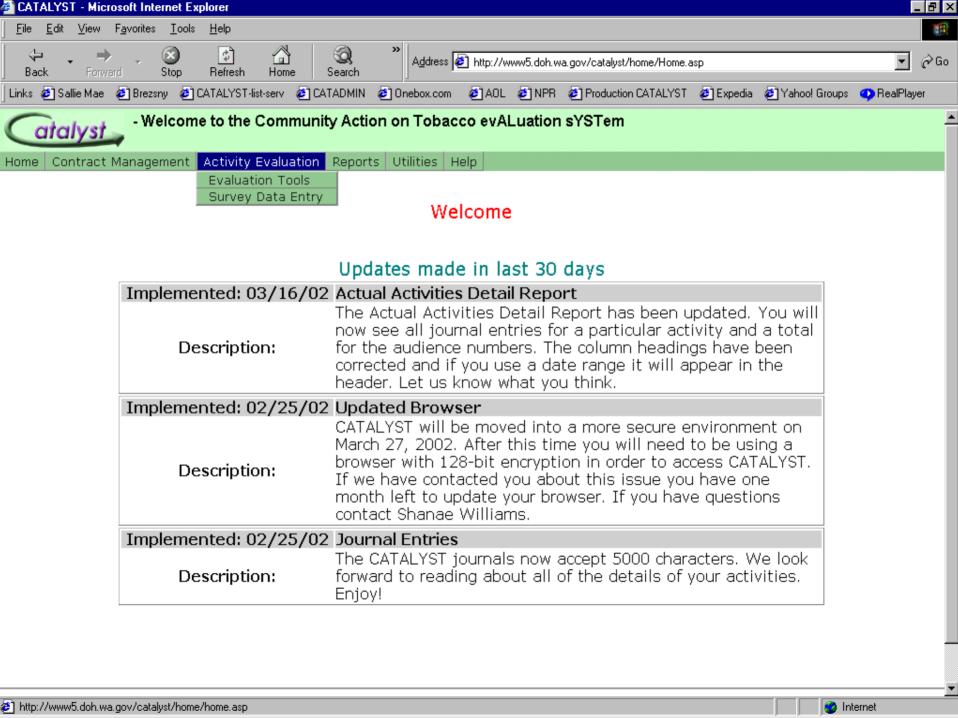
What information does CATALYST collect?

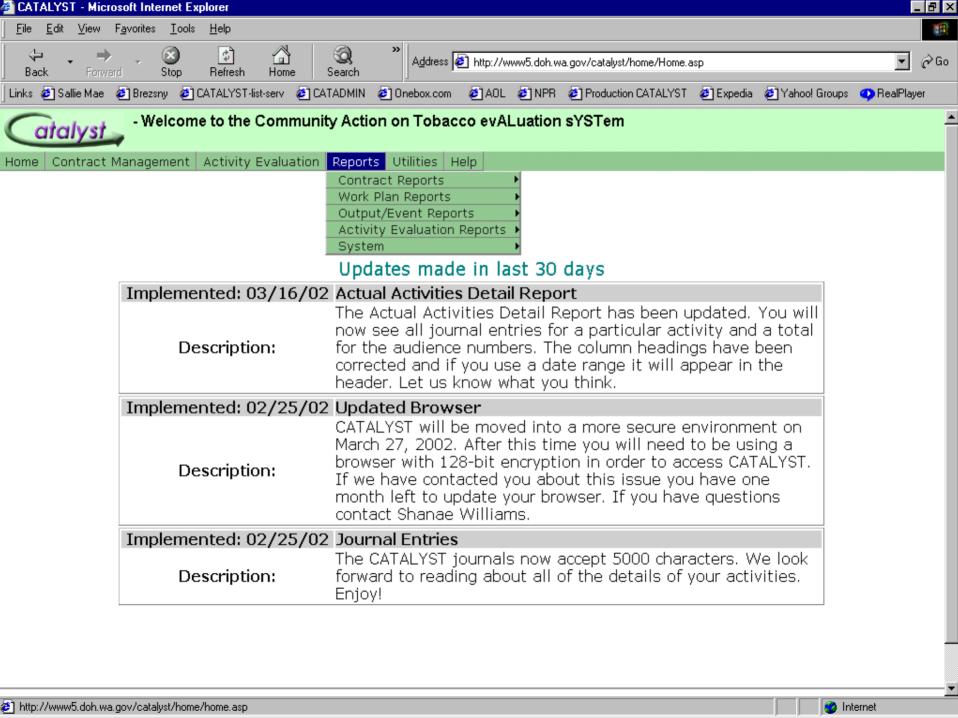
- Contact Information (organization, individual)
- Contract (dates, amounts, % per objective)
- Work Plan (activities from a standard list, and estimated number of target audience members to reach)
- Outputs/Events (when/where/how many/what happened)
- Subcontract Information (manage under umbrella contract)
- Pre/Post Test Results (for specific activities such as TATU, trainings, youth diversion programs)
- Tracking Information (compliance checks, requests for information, policies)



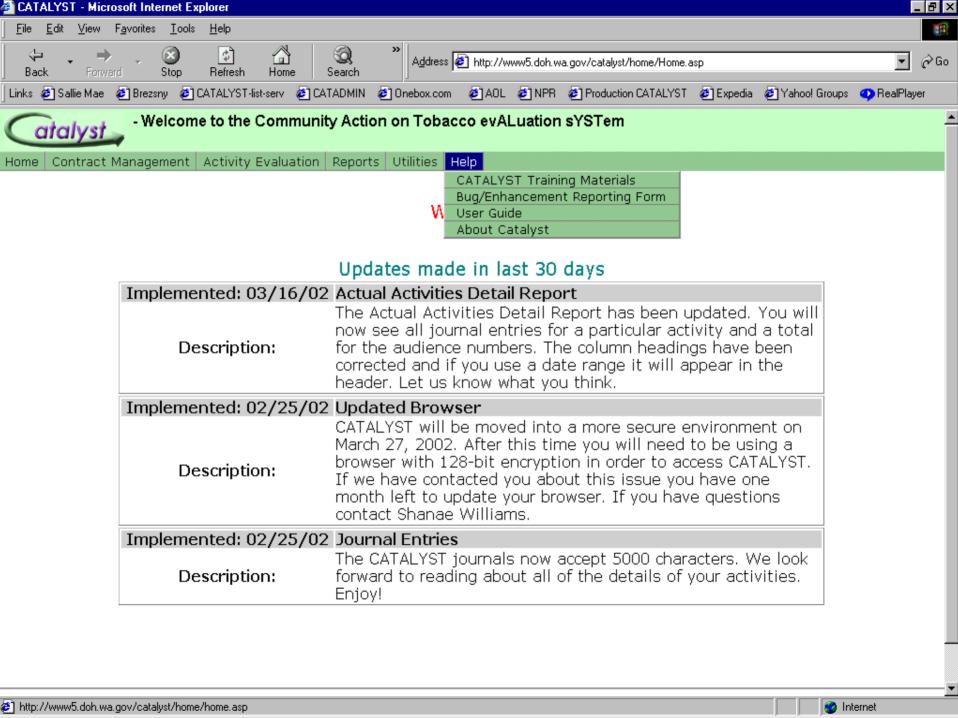




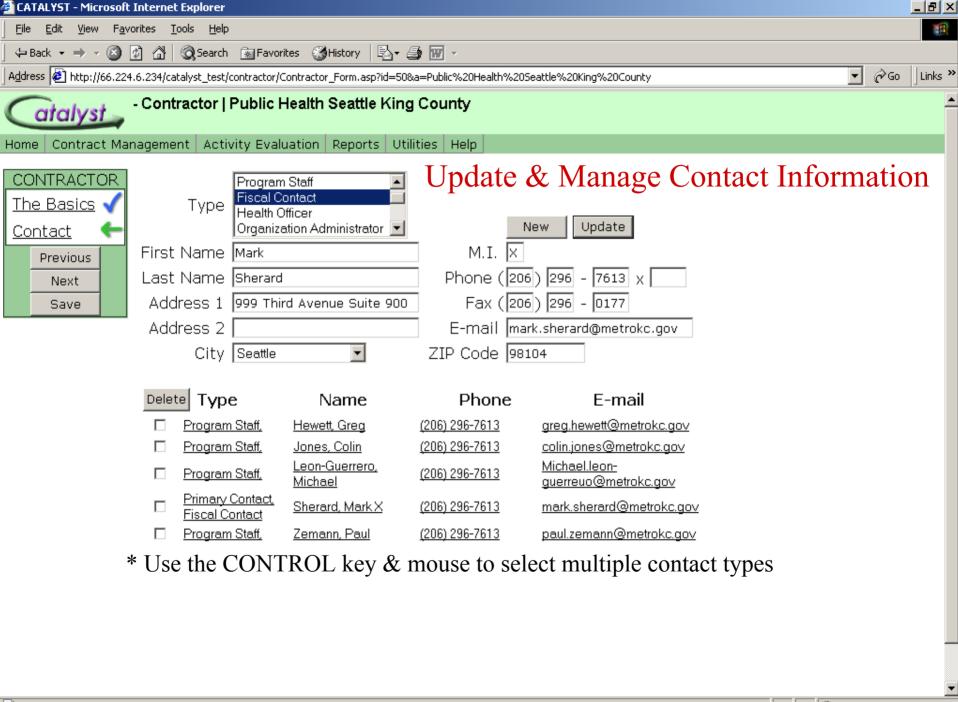






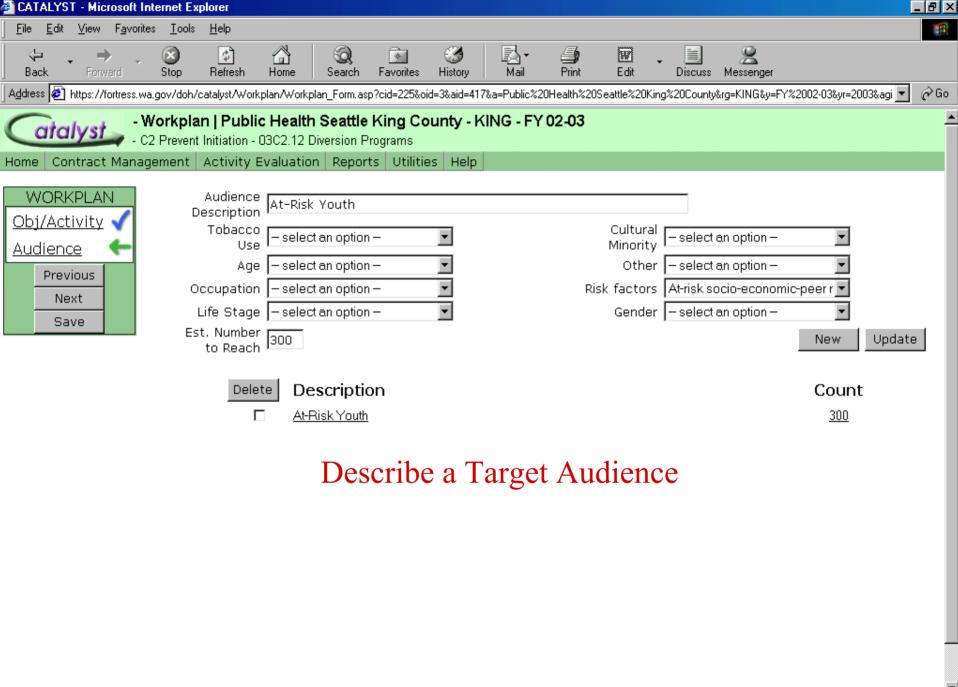


Sample Data Entry Pages





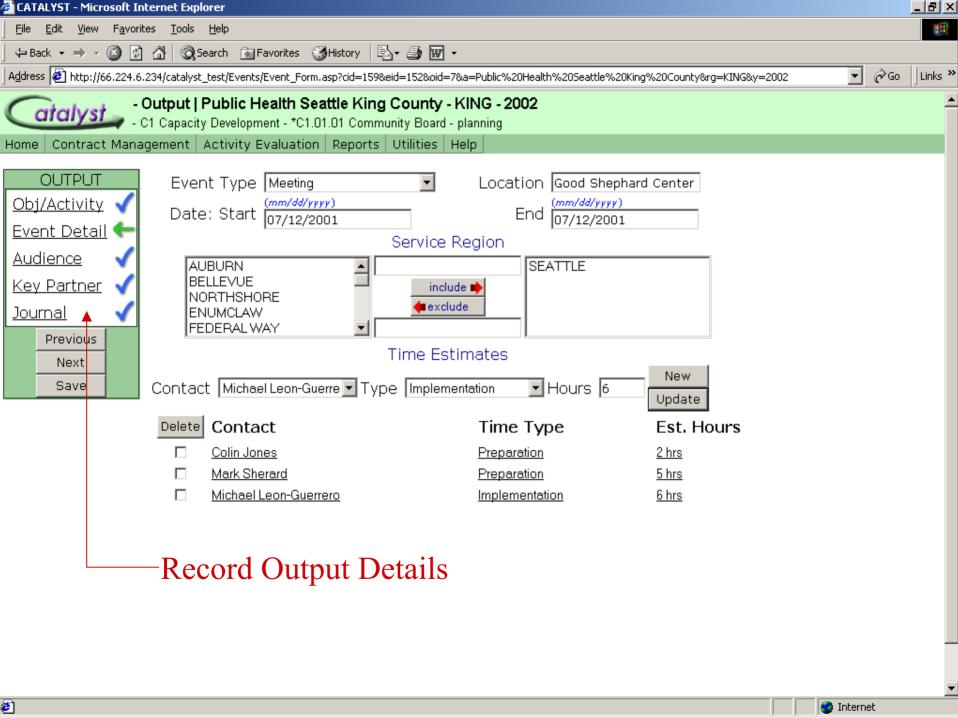


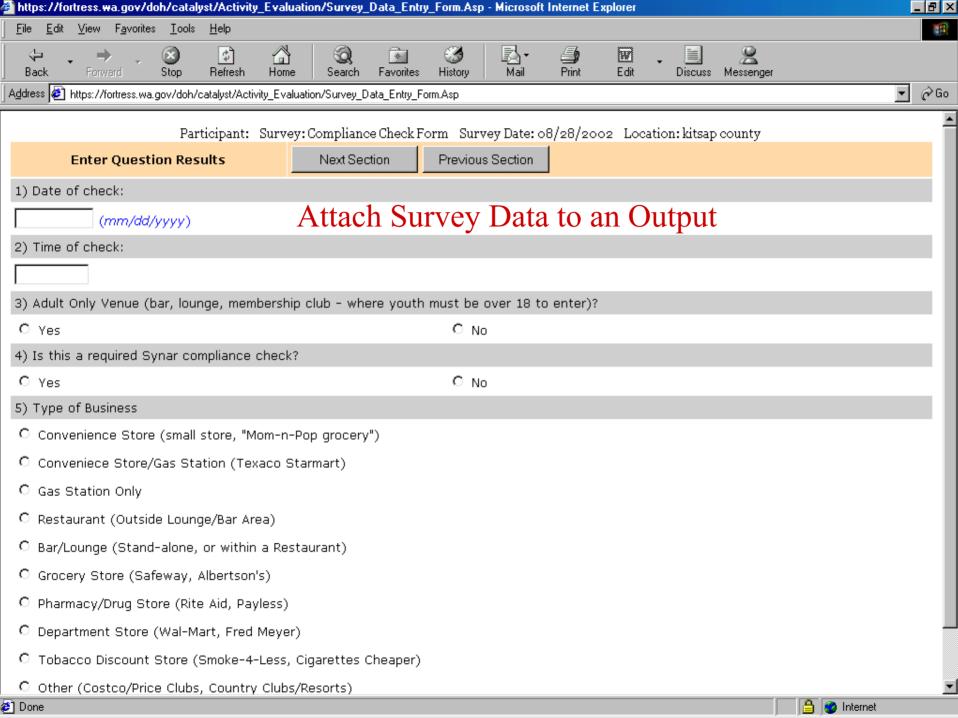












Sample Reports

Contract Summary Report

- Local Q: How much money did we get in a particular year?
- Local & State Q: How did we distribute our funds among objectives?
- Local Q: How can I summarize important information about our contract for an administrator?





Funding Overview Report

Run Date: 07/09/2002

Fund Source: Settlement

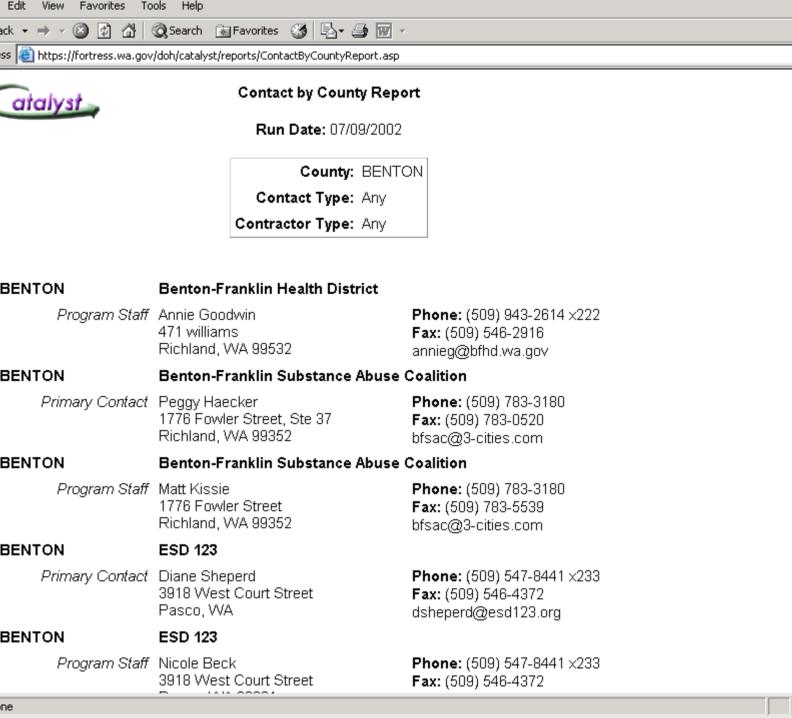
Contract Region: Any

Contract Year: 2002

Contractor Type: Community Contractor

nd Source	Objective	%	Total Allocation
ttlement	C1 Capacity Development C2 Prevent Initiation C3 Promote Cessation C4 Eliminate ETS	26.24 25.13 26.82 21.81	\$781,402 \$748,230 \$798,824 \$649,544
	Total:	100.00	\$2,978,000
		Total:	\$2,978,000

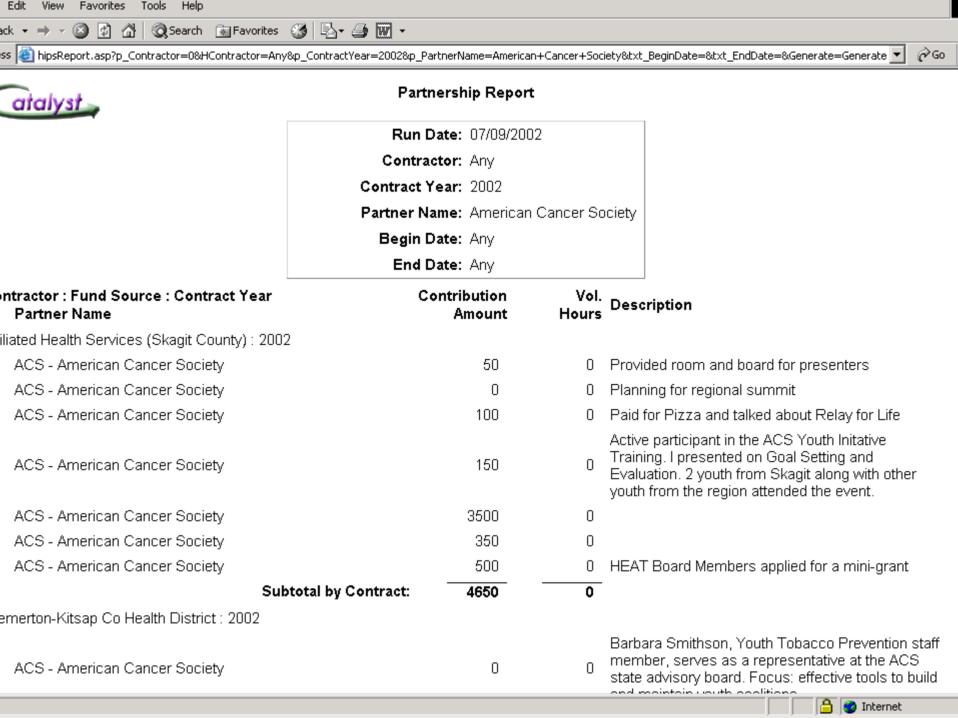
ective	%	Total Allocation	Key Partner Contributions
C1 Capacity Development	26.24	\$781,402	\$75,115
C2 Prevent Initiation	25.13	\$748,230	\$32,903
C3 Promote Cessation	26.82	\$798,824	\$8,800
C4 Eliminate ETS	21.81	\$649,544	\$9,250
Total:	100.00	\$2,978,000	\$126,068





Partnership Report

- Local Q: How much time/value has a particular key partner contributed during a certain time period?
- Local Q: How much time/value has been contributed overall to our organization during a certain period of time?



Planned Activity Report

- Local & State Q: Who is doing a particular activity with a particular target audience?
- State Q: What is a particular contractor doing overall or in a particular area?
- Local Q: What did our organization do last year?











Planned Activities Detail Report

Run Date: 07/09/2002

Contract Carla Huyck Contractor: Cowlitz Substance Abuse

Coalition Manager:

Contract Year: 2002 Contact Person: Shannon D Friedel

Contract Region: COWLITZ Phone: (360) 577-3041 ×2514

Contractor Type: Community Contractor Email: sfriedel@scattercreek.com

ojective	Activity	Activity Description	Audience Description (Type)	Est. # to Reach
l Capacity evelopment	C1.01.01 Community Board - planning	We have formed a sub group of 8 members from our existing coalition specifically for tobacco advisory/activities. We meet approximately every 3 months.	active community partners (Social service providers/organizations, Adults, Community Stakeholders)	8
			•	8
	C1.01.02 Comm Advisory Board - ongoing	Use of monthly Cowlitz Substance Abuse Coalition meetings to discuss updated tobacco information for supervision/monitoring purposes as well as what to implement next and best steps to reach our goals. Coalition membership is 224 at present with approximatley 25 active members and 15 executive council members. All members recieve meeting minutes and updates.	Coaliton Board Members (Advisory Board Members)	15



Statewide Activity Summary Report

- State Q: How many school programs in the state are working with Life Skills?
- State Q: How many communities have youth coalitions?
- Local Q: What are other contractors that "look like me" doing in their work plans?





Statewide Activity Summary Report

Run Date: 07/09/2002

Contract Year: 2003

Contractor Type: Community

Contractor

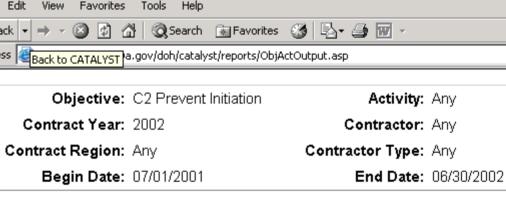
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Activities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	2 3:	3 3	4 35	Total:
03C1.01 Community Advisory Board	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	X	X	X	X	X	X	\mathbb{X}	X	X	34
03C1.02 Youth Coalition/Advisory Board	X	Х	Х			Х		Х		Х		Х	Х		Х			Х	Х	X		X	Х	Х			Х	Х	Г		X	Γ	X	X	X	21
03C1.03.01 Adult or Youth Summit/Forum		Х								Х			Х		Х			Х	Χ					Х		Х		Х	Г	Г	X	X	Γ	Τ	Т	11
03C1.03.02 Regional Youth Summit	X	Х				Х					Х							Х				Χ		X	Х			Х	Х		X		Γ	X	X] 13
03C1.03.03 Statewide Prevention Summit	X	Х	Х	Г	Г	Х	Х	Г	Х	Х	Х	X	Г	Г	Г	Х	Г	Χ			Х	X		Х	Χ	Х	Г	Х	X	Г	X	X	X	X	X	23
03C1.04 State/Regional Meetings	X	Х	Х	X	Г	X	X	Х	Х	Х	Х	Х	Х	X	Х	Х	Х	Х	Χ	X	Х	X	Χ	X	Χ	X	Х	Х	X	X	X	X	X	X	X	34
03C1.05 Meetings/Trainings - other	X	X	X	X	Г	X	X	Г	Х	Х	X	Г	X	X	X	Х	Х	Χ			X	X	Χ	X	Χ	X	Г	Х	X	Г	X	\times	X	X	X	28
03C1.06 Volunteer Involvement	Г	X	Г	Г	Г	Г	Г	Г	Г	Г	X	Г	Г	Г	Г	Г	Г	Г	Χ				П	X	Г	X	Г	Х	Г	Г	X	Т	\overline{X}	Т	Т	8
03C1.07 Raising Community Awareness		X	X	Г	Г	X	X	X	X	X	X	Г	X	X	X	Г	Г	Χ	Χ		X	X	Χ	X	Χ	X	Х	Х	X	X	X	Т	X	X	X	27
03C1.08 National Media Events	X	X	X	Г	X	X	X	X	Г	X	X	X	X	Г	Г	X	X	X	Χ	X	X	X		X	Г	X	X	Х	X	Г	X	X	X	X	X	28
03C1.09 Comm Capacity Assessment		Г	Г	Г	Г	Г	Г	Г	Г	Г	Г	Г	Г	X	Г	X	Г	X						X	Г	X	X	Х	Г	Г	Г	Т	Т	T	Т	7
03C1.10 Support Local Data Collection	X	X	Г	Г	Г	X	X	Г	X	X	Г	Г	Г	X	Г	Г	Г		X	X			Χ	X	Χ	X	X	X	X	Г	Г	\overline{X}	X	T	X	19
03C1.11 Speak Out Initiative	X	X	Г	Г	Г	X	Г	Г	Г	X	Г	Г	X	Г	X	Г	Г					X		X	Г	Г	Г	X	Г	Г	Г	Т	Т	X	X	11
03C1.12 DOH Conference Calls	X	X	X	Г	Г	X	X	Г	X	X	X	X	Г	X	X	X	X		Χ	X	X		Χ	X	X	X	X	X	X	Г	X	X	X	X	X	28
03C2.01.01 Synar Compliance Checks	X	X	X	X	X	X	X	Г	X	X	X	X	X	X	Г	X	X	X	X	X	X	X	Χ	X	X	X	X	X	X	X	X	X	X	X	X	33
03C2.01.02 Other Compliance Checks	X	X	X	Г	X	X	Г	Г	Г	Г	Г	Г	Г	X	Г	X	Г			X			X	X	Г	Г	X	X	X	Г	Г	Т	\overline{X}	X	\top	15
03C2.02 Retailer Education	X	X	X	X	X	X	X	Г	X	X	X	X	X	X	Г	X	X	X	X	X	X	X	Χ	X	X	X	X	X	X	X	X	X	X	X	X	33
03C2.03 Public Edu - Youth Access	X	X	X	Г	X	Г	Г	Г	X	X	X	X	Г	X	Г	X	Г	Г	X					X	X	X	Г	X	Г	X	Г	Т	Т	T	Т	16
03C2.04 Policy Edu - Youth Access		X	X	Г	Г	Г	X	Г	Г	Х	Г	Г	Г	Х	X	Х	Г				П		X	X	X	Г	Г	X	Г	X	Г	Т	Т	T	X	13
03C2.05 Pub Edu - Families		Г	Г	Г	Г	X	X	Г	Г	Х	Г	Г	Х	Х		Г	Г				П			X	X	Г	Г	X	X	X	X	Т	Τ	T	X	12
03C2.06 Pub Edu - Industry							V				V					V								V		V		V		▽	\top	\top	\top	\top	\top	1 7

Actual Activities Report

- Local & State Q: What have we achieved with a particular activity?
- Local Q: When did we do a particular event?
- State Q: What is going on overall in a particular area?

^{*} You can only see Actual Activity information for YOUR organization



Prevent Initiation: 03C2.01.01 Synar Compliance Checks

Prevent Initiation: 03C2.01.02 Other Compliance Checks

Contractor	Location	Event End Date	Reached
Grays Harbor County Public Health & Social Service	grays harbor	5/25	28
Pacific County Health and Human Services	Long Beach Pennsiula	6/4	12
Grant County Health District		6/18	8
Pacific County Health and Human Services	North County	6/18	9
Okanogan County Health District	Okanogan County	6/20	6
Columbia County Public Health District	Garfield and Columbia Co.	6/23	5
Bremerton-Kitsap Co Health District	Kitsap County	6/25	21
Mason County Department of Health	Shelton, Hoodsport, Union, Belfair	6/26	10
Tacoma-Pierce County Dept of Health	East Pierce County	6/30	14
Total for Objective/Activity			113

▼ ∂60



Actual Activities Detail Report

Run Date: 07/09/2002

Contractor: Tobacco Free Thurston County

(TOGETHER!)

Contract Year: 2002

Contract Region: THURSTON

Contractor Type: Community Contractor

Begin Date: 07/01/2001

Contract Carla Huyck Manager:

Contact Heather E Siemers

Person:

Phone: (360) 493-2230 ×19

Email: tobaccofree@thurstontogether.org

End Date: 12/31/2002

ivi	ty		
Π1	Π2		

Journal Entries

mm. isory Board

ngoing

.02.02 Youth The retreat was a great success. The teens had a lot of fun, alition even though the deer knocked David's tent around a bit. loing

.02.03 Youth alition - ad Lots said the dance was a great success. However, after the dance, Mike with the YMCA said that he knows of a DJ who

only charges \$150 and the kids really like him.

Audience Actual # Description (Type) Reached

Other n TFTC advisory board (Adults, Advisory Board 30

Members) youth TFTC advisory board

(High school youth, Advisory Board Members)

Other SPLAT! members (High 109

school youth)

Other

school youth)

117 Community youth (High 113

32

34

Planned vs. Actual Report

 Local & State Q: How are we doing (high-level) at accomplishing the activities in our work plan?

* You can only see Actual Activity information for YOUR organization



Workplan vs. Actual Report

Run Date: 07/09/2002

Contractor: Adams County Health District

Funding Amt: 35233

Contract Year: 2002

Objective	Expected # Activities	Expected # Reached	Objective	Actual # Activities	Actual # Reached
C1 Capacity Development	8	405	C1 Capacity Development	61	1160
C2 Prevent Initiation	10	135	C2 Prevent Initiation	20	1013
C3 Promote Cessation	5	943	C3 Promote Cessation	10	280
C4 Eliminate ETS	6	1088	C4 Eliminate ETS	11	17
Total:	29	2571			
			Total:	102	2470

102 i otai: 24/0

System Usage Report

- Local Q: Who from our organization has logged onto CATALYST during a period of time?
- State Q: How long was each person logged on to CATALYST?

^{*} You can only see Actual Activity information for YOUR organization



System Usage Report

Run Date: 07/09/2002

Contractor: ESD 189

Start Date: 01/01/2002

End Date: 05/31/2002

e: The data values represented in this report are approximate. The system records an estimated value for e spent on the system when a user session times out or is abnormally shutdown. It is possible that a cific user could have more or less time actually spent on the system than is recorded in the login report.

Contractor/User	Hours
ESD 189	
Case, Lyndie	54.6
	54.6

Activity Evaluation Reports

- Uses data from statewide standardized tools linked to particular activities
- Frequency reports from pre-post test information or tracking tool information can be generated as soon as data are entered
- Data can be downloaded at the state level as soon as it is entered locally, for state-level evaluation and analyses

110 - 1688 thail 100

Min. Max. Average

0 117 28.643

Can you pick up tobacco products without asking clerk?

%

Yes 2 14

No 12 86

Is tobacco advertising placed at 3 feet or lower? # %

Yes 7 50

No 7 50

Is tobacco located within 3 feet of candy? # %

Yes 1 7

No 13 93

Special advertising

Clerk wearing tobacco merchandise (hat, t-shirt) (

Tobacco merchandise catalogs or promotions 4

Lighted or moving tobacco display 7

Storefront information provided to retailer management?

%

Yes 0 0

No 14 100





Pre & Post Group & Question Report

Run Date: 07/09/2002 Number of Pre-Responses: 20 Number of Post-Responses: 8 Report Prepared By:

Location: High School

Contractor: Tobacco Free Thurston

County (TOGETHER!)

Contract Year: 2002 Pre Date: 10/1/2001

Activity Type: C2.10.01 Conduct Peer Post Date: 10/10/2001

Education - TATU

Scale 1 (Peer use) is not a validated scale.	Pre Test	Post Test	Change
SCALE AVERAGE:			
About what percentage of people your age do	MIN MAX AVG	MIN MAX AVG	MIN MAX AVG
you think SMOKE CIGARETTES?	1 57 25.789	11 45 30.375	10 -12 4.586
About what percentage of people your age do	MIN MAX AVG	MIN MAX AVG	MIN MAX AVG
you think use SMOKELESS TOBACCO?	1 54 22.947	12 45 29.5	11 -9 6.553

Scale 2 (Youth Attitudes) is not a validated scale.	Pre Test	Post Test	Change
SCALE AVERAGE:			
Do you think that smoking cigarettes makes people your age look cool or fit in?	2.052631	1	-1.052631
Do vou think that people vour age risk harming			

Youth Diversion Programs

Washington State 2002-2003

Youth Diversion

- 15 contractors representing 20 counties
- Estimated # to reach = 1080
- Audience:
 - High school youth
 - At-risk youth
 - Parents of youth using tobacco
 - School Staff / P&I Coordinators

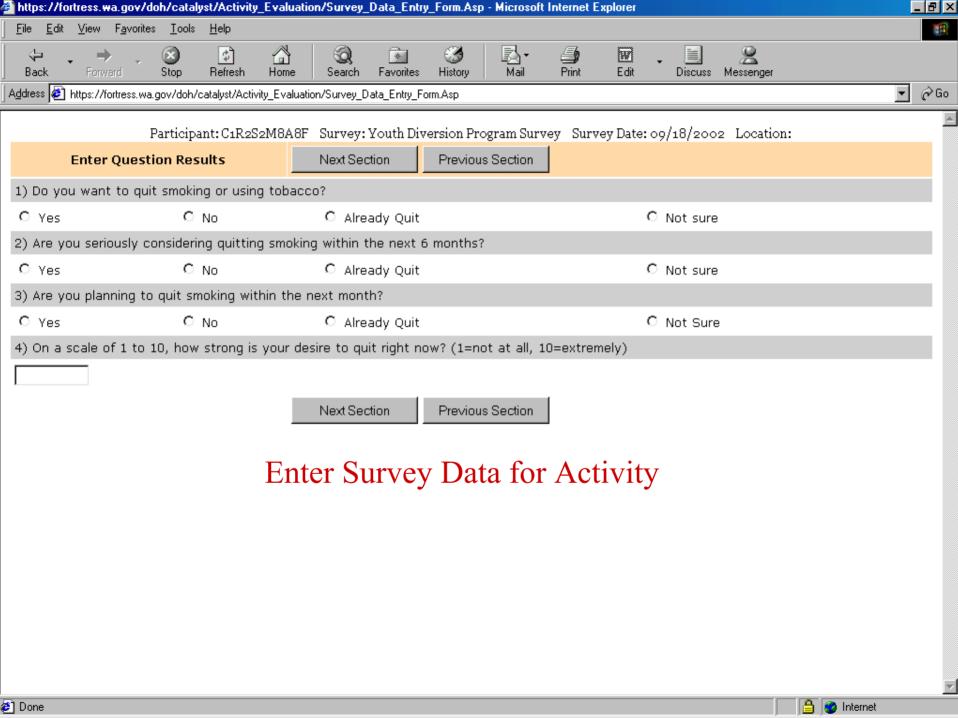
Washington State Youth Diversion Programs 2002-2003

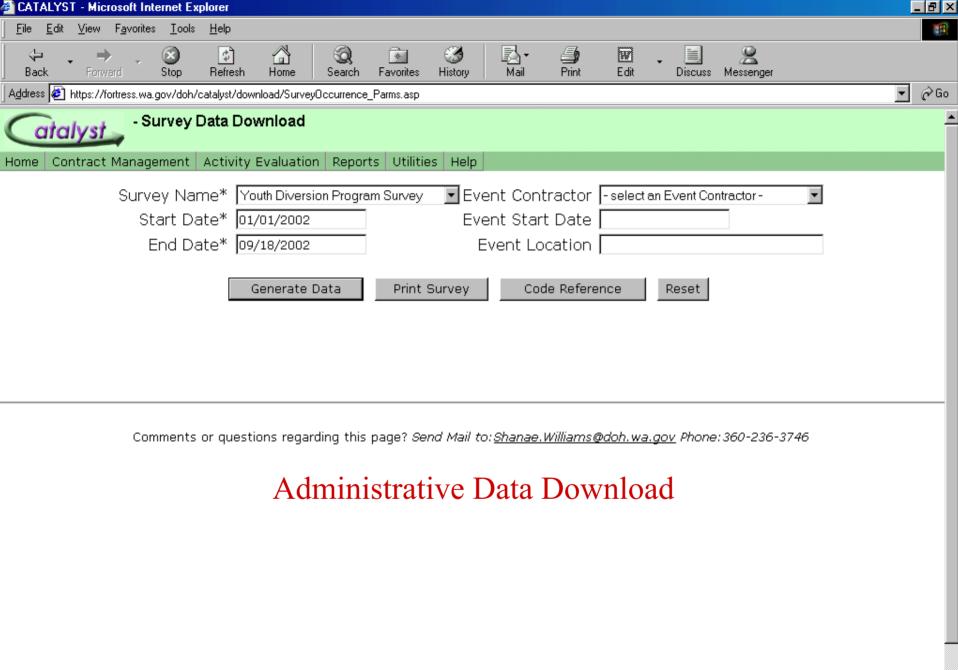


Youth Diversion Programs
Non-participating counties

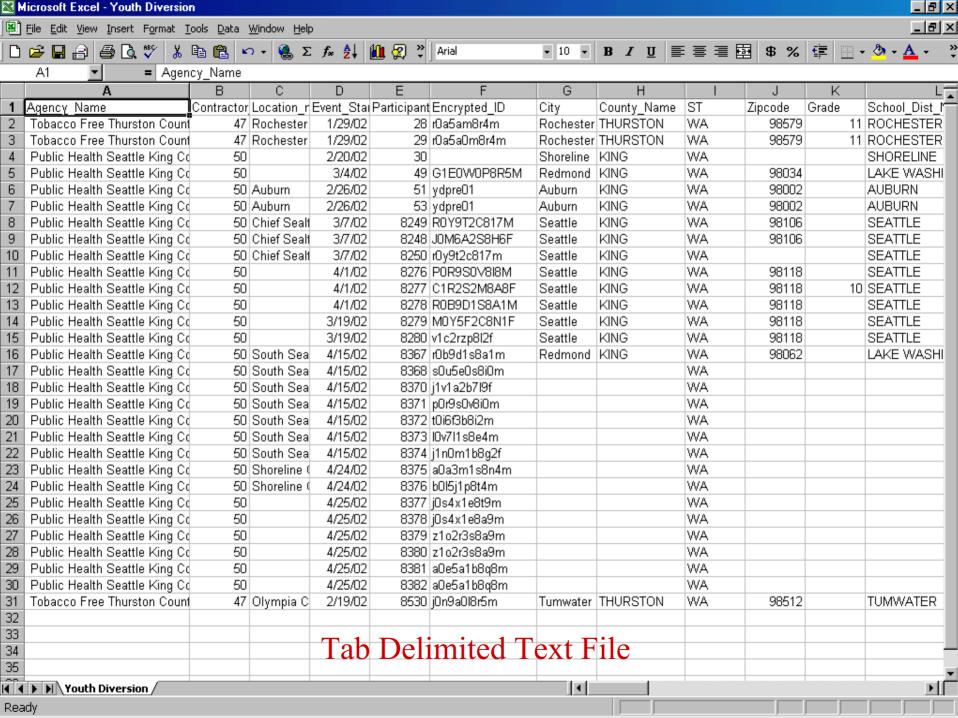
Journal Descriptions

- "ACHD will offer education and/or intervention classes to local school districts and youth clubs and organizations."
- "Set up a pilot project that will provide education and intervention classes for youth experimenting with tobacco or found in possession of tobacco at Burlington High School."





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Special Project Surveys

- Some local staff have designed (and collected!) targeted assessment surveys, but did not have capacity for data entry or data management
- CATALYST can provide immediate frequencylevel reports for these surveys after entry
- "Data download" allows for further tailored analyses
- Having data located centrally helps communities share resources

Training & Support

- Training, reference materials, and copies of standardized tools available through the CATALYST User Support-Contractors Tools Web link
- DOH has a full-time staff member who has technical support as her #1 priority
- Ongoing trainings offered for new staff or new users
- DOH maintains a user listserv

Web-based Reporting is Sexy

- Other state and national orgs are moving toward web-based reporting
- DOH is collaborating with DASA, OSPI to attempt to reduce burden of learning/reporting on many different systems at the local level
- Some local programs beginning to use CATALYST for subcontractor reporting

Future Directions

- Quality improvement for system data especially qualitative data
- Continued engagement of local partners to enhance and improve the system
- Summarization of activity implementation statewide, regionally, by contractor type, and among specific population groups

Summary

- Standardized data to track program implementation, locally and statewide – instantly
- Better communication among local programs
- Progressing toward improved contract management approaches
- Improved focus on evaluation issues among all partners
- Helps larger local programs to track subcontractor activities
- Enables targeted outcome-based evaluation of a few activities (youth diversion, TATU, storefront advertising)

THANK YOU!

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